

2007 Nashville Young Professionals Survey Results

Two years ago, the Nashville Area Chamber of Commerce and the 20/20 Leadership Alliance conducted a survey of Nashville-area young professionals to find out who was living here and what was important to them. This survey has been the base of the Chamber's YP initiatives and helped mold the first two years of the annual Nashville Young Professionals Day.

In August 2007, the Chamber conducted this same survey, sending it out to Nashville's YP demographic through www.YPNashville.org, the *YPNashville Monthly* e-newsletter, and through the 20/20 Leadership Alliance organizations. The survey was conducted through SurveyMonkey and collected 500 responses over a two-month period. By conducting this survey again two years later, the Chamber has been able to determine that Nashville's YP demographic is growing larger, stronger and more diverse.

Survey results from both 2005 and 2007 reflect the same results on the following information:

- The average young professional responding to this survey is a single, white female between the ages of 25-30 and is not native to Nashville.
- The majority of young professionals responding to this survey have lived in Nashville for more than six years and intend to stay as long as possible.
- Most survey respondents chose to live in Nashville due to a career opportunity.
- Young professionals responding to this survey generally live in the West End/Green Hills/Bellevue area of Davidson County, yet work in downtown Nashville.
- More than half the survey respondents have earned a bachelor's degree.
- Survey respondents ranked their three most important issues as career opportunities, cost of living and safety.
- YPs responding to this survey also ranked social functions, non-profits/volunteerism, professional associations, sporting events and culture and arts as good or very good, as well as very important.
- Half of Nashville's YPs who responded to this survey engage in one to five hours of volunteer work a month, with 23 percent dedicating six to 10 hours per month. The overall rating of Nashville's volunteer opportunities was ranked very good to good by 92.6 of survey respondents.

The majority of the survey results have not changed over two years, but there are plenty of changes that indicate a higher quality of young professional living in Nashville, an increase in employer support of volunteer opportunities and a change in their value of different issues.

The following information indicates the changes of the young professional demographic in the past two years.

- The 2007 survey states that the majority of young professionals in Nashville who responded to this survey earn between \$35,000 and \$44,999 a year.
- The majority of young professionals who responded to this survey work in the non-profit, industry, compared to the 2005 survey results, indicating the majority of responding YPs were in the banking/finance/accounting industry.
- Although Nashville's YPs still agree that Nashville is a great place to live, raise a family, find a career and engage in plenty of social interaction, there was one significant change. In 2005, young professionals disagreed with the statement that Nashville embraces diversity and different cultures. From this statistic, the Chamber and the 20/20 Leadership Alliance created the World Café program focusing on the topic of diversity. Participants were given a chance to discuss major topics and solutions to this issue. Now, two years later, more than half of the young professionals who took this survey agree that Nashville **does** embrace diversity and different cultures.

This survey has helped in many ways to allow us to know who lives here, what they are interested in and how we can and have helped Nashville's community grow. We look forward to continuing to see improvements in the YP demographic, and will continue to listen to their needs and support their development.